

American Indian
Quit Line Data Summary
July 1 - September 30, 2002

	Amer. Indian	State
Number of Calls to Quit Line	N = 107	N = 3,906
Percent of Statewide Calls	3.6%	100.0%
Percent of State Population¹	1.5%	100.0%

	Amer. Indian %	State %
Gender	N = 107	N = 3,543
Female	72.0%	61.4%
Male	28.0%	38.6%
Race/Ethnicity	N = 107	N = 2,967
American Indian	100.0%	3.6%
Age	N = 104	N = 3,091
Less than 18 years old	4.8%	2.0%
18 - 24 years old	15.4%	14.9%
25 - 34 years old	18.3%	22.9%
35 - 44 years old	26.0%	25.8%
45 years and older	35.6%	34.3%
Education	N = 103	N = 3,038
Did not graduate high school	24.3%	16.6%
High school graduate	26.2%	31.8%
Some college/vocational school	42.7%	38.6%
College graduate	6.8%	13.0%
Caller Type	N = 96	N = 3,409
General Information	5.2%	13.2%
Health care provider	1.0%	2.9%
Tobacco user	93.8%	83.9%
Payer Type	N = 79	N = 2,235
Insured	24.1%	43.4%
Uninsured	27.8%	23.8%
Medicaid	48.1%	32.7%
Heard About	N = 80	N = 2,881
Past caller	15.0%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	20.0%	19.6%
Television	26.3%	23.9%
Outdoor advertisement (billboard/bus/wall)	5.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	2.5%	1.1%
Brochure/Newsletter	15.0%	4.9%
Family or friend	11.3%	18.8%
Health Department	5.0%	3.0%
School	0.0%	0.6%